

Ear Care in India

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Abstracts

In 2012 consumers continued to prefer using prescribed medicines for ear infections or for other ear care needs. In 2012 ear care only accounted for a negligible share of overall value sales in consumer health, with sales of Rs127 million. This was due to low knowledge regarding these products amongst consumers, which continued to discourage them from using the OTC options available in the market.

Euromonitor International's Ear Care in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2008-2012, allowing you to identify the sectors driving growth. Forecasts to 2017 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Ear Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in

London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Increased Awareness of OTC Products Fuels the Growth of Consumer Health

Increasingly Fast-paced Lives Drive the Growth of Weight Loss Supplements

the Competitive Environment Continues To Be Highly Fragmented

Grocery Retailers Carve A Niche in the Distribution of Consumer Health Products

Consumer Health Is Expected To Maintain Strong Growth Over the Forecast Period

Key Trends and Developments

Self-medication Picks Up Amongst the Urban Population

Herbal/traditional Products Attract Consumers

Bollywood Celebrities and Sports Stars Are Recruited To Drive Sales

Lifestyle Changes Drive the Growth of Unconventional OTC Products

Distribution of Consumer Health Products Continues To Be Dominated by

Chemists/pharmacies

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